

**Abstract**

A system and method for anonymously matching products or services with a consumer, based on the consumer's true consumption behaviour. Each consumer is represented by a unique true behaviour derived consumption profile, and a private repository of such true consumption profiles is provided where each profile is anonymous. A repository of consumption objects such as vendors' products and services is also provided. The system correlates parameters of the consumer's true consumption profile with parameters of the consumption object's profiles to find the best matches and presents the consumer's with a list of best to worst matches for a desired products. At all time the consumer's true identity remains confidential, alleviating the privacy concerns of a lot a consumers.

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